

**Tobacco Prevention and Control Program
Implementation Advisory Committee
February 13, 2003, Sea-Tac Hilton**

Meeting Notes

(Refer to Agenda revised 2/6/03 and handout packets)

Proposed Charter and Meeting Protocol

The following meeting guidelines (listed in the meeting protocol draft) were discussed and improved:

Proposed Meeting Guidelines

- Begin and end meetings on time
- Stick to the agenda (be flexible for priority topics)
- No one-on-one or side conversations
- End the meeting with a clear sense of next steps (who does what by when?)

Add designated substitute under meeting attendance. The substitute's role should also be clarified. The youth members will also have the option to send a substitute.

DOH will send the DRAFT charters and meeting protocols back to IAC with the additions made today. On the Charter, the member's role and substitutes procedure needs to be addressed.

IAC members were encouraged to seek community member's input (by a member of the committee) and come to the meetings prepared to represent others in their communities.

Suggestion was made that there should be a designated person in each of the regions (ESD's) to be a contact person with DOH for communications and for running regional meetings. In larger counties (e.g. King) there would have to be some communication to make that happen. DOH could make a dollar amount available for that person to partner with DOH to run the regional meetings. Nearly every ESD Region is represented on the IAC.

DOH will get a proposal back to this group, asking for volunteers to be that point of contact within their ESD region. There needs to be specific information about roles and responsibilities, clarifying what "run the meeting" means. There should also be clarity about IAC member's roles (in communication back to others) and who they each represent. The youth member's roles needs to be clarified as well.

Members need the DRAFT agenda at least 45 days in advance of the meeting. We could at least list the next meeting's agenda items at the end of each meeting. The agenda item descriptions should be more clearly defined.

IAC members need to get information before the meeting so we can make decisions and report to the community on what is going to happen—and afterwards to report back on what happened.

The IAC members were encouraged give input to DOH on proposed agenda items for the future.

TPCP/Contractor Relations

What Can Be Improved?

1. Clearinghouse: that has been a frustration. Trouble with finding out what's going on with that—can't utilize it without the information.
2. Roles and responsibilities: of the clearinghouse tends to change (will be discussed later)
3. Informing tribes of meetings has not been consistent.
4. Communications: small levels of frustration—not being clear about what the roles are of the staff at the state level, and what kinds of information we can get.
5. Decision-making process within DOH is confusing (who is responsible, etc.).
6. Rural media campaign how posters/cups were distributed was problematic, after the fact IAC member found out and could have given input earlier. If that came in an e-mail, perhaps we could get a phone call if we don't respond because of the number of e-mails.
7. E-mail challenge: get too many and have to prioritize which to read. It needs to be flagged with high importance if a response is needed. Subject line should read RESPONSE NEEDED OR TIME SENSITIVE. If we could adopt an e-mail code like "high alert" or "action needed" or "time sensitive" that would be great. **Super time sensitive—add red flag. High priority and time sensitive—add "HIGH ALERT" and a date to respond.**
8. Would like to get more information on what is happening with tribes.
9. Members need more contextual information about why certain things are being done, and not done (e.g. ball field was a good thing).
10. Members appreciate getting a phone call on important things, not just e-mail.
11. Need to know who (DOH staff) to call about which issues.

What's Going Well?

1. Sometimes, no matter what you do, you can't make people happy.
2. Keep listening and hearing from the community and contractors with an open mind.

3. DOH has made improvements over the years.
4. We get e-mails on what is happening with counties now (not just ESD's) and that is appreciated.
5. When Tom sends e-mail, on ones that are very important he puts "high alert" and that can be set aside. He doesn't abuse that either. That's appreciated.

Contractor Satisfaction Survey

DOH could do this if it would add value. Members of the IAC thought this could be a good idea. Another idea could be a suggestion box on the web site for giving input. We need to look at the Clearinghouse, communications—going beyond the contract management function. Could 3 members volunteer to help DOH put ideas for this survey together? DOH would like a large data base about the role this program plays in meeting your needs. We should carefully clarify what the purpose of the survey is—and have clearly defined roles. The upcoming conference would be a place to gain data. IAC members said that often they are asked to give input, and they don't know whether their input was taken into the decision. They need more feedback about what can and can't be done.

Perhaps the survey should be done once a year at the conference—or a web-based survey—DOH will bring that information back to this group to do some problem-solving.

Volunteers: to partner with DOH (by conference call) to develop survey process and questions: Jaylyn White; Stephanie Silvernail and Melinda Harmon. The IAC will review the DRAFT survey to give input.

Resource Center (Tamatha)

WA Tobacco Educational Clearinghouse: the resource center has done a feasibility study of 10 clearinghouses nation-wide; the 3 things that were highlighted by the study and by members of the IAC were – accessibility, interactive, tracking.

Tamatha outlined objectives of the Clearinghouse as follows:

- Develop and implement a strategy to select materials.
- Warehouse a variety of materials.
- Materials will also be open to the public.
- Manage a system to maintain inventory and quickly fill orders.
- Maintain a web site that displays available materials (and has on-line ordering).
- Provide support to contractors as they plan their use of materials.
- Periodic updates will be given to the contractors.

DOH will also coordinate with the American Cancer Society and other organizations on tobacco-related materials. A youth member mentioned that youth should be involved when choosing youth materials for the Clearinghouse. We should be careful about using culturally-appropriate materials as well. We'd also like materials on tobacco chewing, and bidis.

The group agreed with the Clearinghouse objectives and purposes. They indicated excitement about it actually happening.

TPRC Technical Assistance Plan

- A focus on capacity-building to develop and implement effective tobacco prevention and control programs and policies among contractors and other key partners.
- Training=technical assistance
- Finite dollars—1st come, 1st served

Brainstorm--Who are your key stakeholders?

1. Youth groups (schools and community)
2. Cessation providers
3. Community coalitions
4. Contractors (make sure linked with TA provision; make sure needs assessment)
5. District folks
6. Business owners
7. Subcontractors
8. Political decision-makers (e.g. boards of health, and community decision-makers)
9. Assessment coordinators within LH
10. Insurance providers
11. Law enforcement/fire districts
12. DSHS, home care and child care providers

TA will have a website, only contractors will have access to this website. In that way TA requests would have to come through you. The Contractors agreed with this plan. They'd like to get a report of who is ordering which materials/assistance in their communities.

Program Updates

Tom, Terry and Carla updated the group on their program activities.

Tom: HB 1003 research project for universities in state, to be funded by 10% of tobacco settlement monies—not expected to go anywhere. HB 1532 prohibits smoking in all public university campus and residence halls, will also affect some community colleges. That bill may pass. HB1598 and SB5110 prohibit all tobacco

sampling in the state. They do not address sampling events (e.g. at the Gorge). This bill has a great deal of support. SB5997 is another sampling bill—we're not sure whether it will go anywhere. HB1868 and SB5791 were introduced yesterday. They prohibit smoking in all public places—local jurisdictions are not prohibited from passing more restrictive laws.

Tom introduced two Health Improvement Project representatives who provided an overview of the second-hand smoke community assistance project in Spokane.

Terry: reviewed the upcoming annual conference plans. He also mentioned an upcoming news conference where they will release the youth data. Those data will be available the first part of March. The upcoming trainings are getting great enrollment (e.g. grant writing).

Carla: presented an update on the youth action teams—a pilot project will give assistance to the youth coalitions to on good ways to work the media to draw attention to local activities and events.

Criteria that will be used to choose two youth coalitions for the pilot project are:

1. Does the county have an active youth coalition?
2. Does the area have media that is friendly toward the entire tobacco movement?
3. Are there large-scale tobacco marketing events in the county?
4. Is there a youth presence on local city or county councils?
5. Has the local contractor participated in the DOH sponsored programs in the past?
6. Is the local contractor in a position to provide support to the youth team?
7. Are youth activities a priority for the contractor?
8. Are youth activities in the contractor's work plan?
9. Are they up to date in Catalyst?
10. Is the ESD supportive?
11. Is the county rural or urban?

Role of local contractor: cost will be on M.W.W.Savitt (a contractors doing media –advocacy--relations work); local contractor will work with youth group on developing an action plan; the idea is that Savitt will take the majority of the work.

Work Plan Development for 2004

Terry and Carla handed out a draft 2004 work plan dated 2-4-03.

SFY 04 Program work plan Development

- 1-21-03 TPC staff planning session for program work plan
- 2-18-03 TPC staff planning session to complete work plan for SFY 04

- 3-28-03 CDC application submitted with 04 Action Plans

3-5 Year Strategic Plan Development (approximate dates)

- 5-03 IAC strategic planning session
- 6-03 Stakeholders strategic planning session
- 7-03 TPC and DOH finalize strategic plan
- 8-03 Strategic planning training for Community, School and Tribal contractors
- 4-04 Communities, schools and tribes submit strategic plan with 05 work plan

DOH will provide Strategic Planning training (in the future) so that Contractors will be able to submit a strategic plan for the following year.

Carla handed out a DRAFT 2003-04 Work Plan Workbook (REV. 2-12-03) and reviewed changes. The working draft of this work book will be handed out to contractors at the state conference. Primarily, the work plans will be similar to previous years, with an addition of 80% of youth tobacco funds need to be targeted towards youth access activities. Also, community contractors will be required to attend a strategic planning training, conduct a community capacity assessment and work on specific activities in objective 4 (SHS) Regarding enhancement funds a question on what if we only applied for year 1 enhancement projects? Carla will find an answer to that question. Question and answer session ensued.

Contractor Funding Consolidation

Tom—in 4 regions, we have split funding on Tobacco. We're looking for increased efficiencies by having the funding piece be coordinated by one plan. As contractor manager, there needs to be one coordinated plan (e.g. Asotin, Chelan-Douglas, Benton-Franklin, and Thurston). What land mines do you anticipate for them? And, do you have suggestions for us to give them to problem-solve?

Will each entity get the same funding or are they at different levels? Tom: they are at different levels. Input from IAC: DOH will need to be very clear about what the requirement is—for instance if you just want there to be a single fiscal agent, that's one thing. If you want 2 organizations to decide where the funding is allocated, that would create a power differential. If you could keep the financial allocation part out of it, that would settle potential problems.

Overhead issues—as fiscal agents there would be different overhead issues and those should be solved before you do this. Also, is the fiscal agent accountable for what the other agency should be doing, and reporting on Catalyst? That should be clear. From DOH, it needs to be a clear decision on who does what—don't leave the community agencies responsible for making those decisions.

Renee H.—we've left those decisions up to our tobacco coalitions—we're in one of the counties mentioned earlier. Try to get your coalitions to make those decisions. You'd need a broad group of stakeholders to provide a process for discussing these kinds of issues. You could also make it an applied for process. Community mobilization against substance abuse money is becoming a competitive process within the county.

Other questions would be whether the coalition is biased toward one community or other. It would have to be tailored to the individual community needs.

Program Review & Oversight

Dave gave an update on recent progress in developing a process for TPCP to use in managing community, school and tribal contracts. He handed out two documents on the current status of the programs. They are trying to identify performance problems early in the process to minimize problems. They are looking at uniform monitoring and continuous improvement by DOH staff and the contractors. There is an increased accountability on DOH's part being required by the CDC and the legislature.

FUTURE AGENDA ITEMS

1. Contractor partnership satisfaction survey.
2. Adopting the Charter and Meeting Protocols.
3. May, 2003 Meeting: IAC Strategic Planning Session.
4. Decision: add one more hour to these meetings (9:30-3:30).
5. Update on strategy for youth involvement (e.g. summer events).
6. Clearinghouse celebration of achievement—victory dance.

ACTIONS TO BE TAKEN

1. Marge—send Darlene Zacherle and Terry R. today's DRAFT meeting notes a.s.a.p.
2. DOH will send the DRAFT IAC Charter and Meeting Protocols back to IAC members for final approval, with the improvements made today.
3. Volunteers: to partner with DOH (by conference call) to develop survey process and questions: Jaylyn White; Stephanie Silvernail and Melinda Harmon. The IAC will review the DRAFT survey to give input.
4. Job description for regional point person (including a process for appointment).
5. Meeting Evaluation—DOH needs to give documents that need response to this group ahead of the meeting.
6. IAC Members need the DRAFT agenda at least 45 days in advance of the meeting. They suggested we list the next meeting's agenda items at the end of each meeting. The agenda item descriptions should also be more clearly defined so members can come to the meeting prepared.